

# Media Release

## Clariant debuts full color ranges for design and industry trends plus additives portfolio at Eastern Coatings Show

- **“Super transparent” pigment preparations for fast color design of metallic & mineral effect shades**
- **Easy & safe coloration of UV cured coating systems**
- **Discover performance additives & colorant innovations at Booth 620, Eastern Coatings Show, May 15-17, Atlantic City, USA**

Charlotte, May 15, 2017 – Clariant, a world leader in specialty chemicals, marks its Eastern Coatings Show 2017 participation with the US debut of two complete color ranges of pigment preparations. Hostatint™ UV supports the trend towards low VOC radiation cured industrial wood coatings, while the Hostatint A 100-ST range offers super-transparent, halogen-free pigment preparations enabling easy and economic creations of metallic and color travel effects in industrial coatings. It is also the first year Clariant will exhibit its comprehensive additives' portfolio at the ECS.

Highlights for coatings producers from Clariant's Pigments and Additives businesses at Booth 620:

**Hostatint A 100-ST** - a range of nine highly-transparent pigment preparations that offers the entire color circle to solvent-based paint systems. The super-transparent preparations support the eye-catching metallic and mineral effects as well as new shades for surface and contour enhancements so desired for today's lifestyle products.

For example, for electronics OEMs, the halogen-free pigment molecules support the formulation of bright green color shades that meet industry restrictions on halogen content. Industrial coatings with the super transparency of Hostatint A 100-ST can be used to add a quality appeal to applications by emphasizing the visibility of a substrate such as glass, wood or metal.

**Hostatint UV** - a range of high-performance, easy-to-use colorants for UV cured wood coatings to support the trend for colored UV systems. Clariant's new Hostatint UV liquid pigment preparations go the next step in supporting easy formulation of low VOC high performance coatings. The ready-to-use tinters are suitable for both interior and exterior coatings and cover the full color spectrum in opaque and transparent applications for dual and 100% UV systems.

**Additive innovations to support market trends and safety priorities** - Clariant underlines its commitment to the US coatings industry with a comprehensive product line of waxes (Ceridust®, Licocene®, Licowax®), light stabilizers (Hostavin®<sup>1</sup>), anti-oxidants (Hostanox®<sup>1</sup>) and non-halogenated flame retardants (Exolit®).

Featured additives for the Eastern Coatings Show debut include:

- Clariant EcoTain® awarded wax additives Ceridust 8090 TP and Ceridust 8091 TP, 100% bio-based renewable raw materials for water-based formulations that offer an outstanding level of performance to wood coatings.
- Light stabilizer dispersions with 52% active content offering ease of use and superior performance for the growing market of water based formulations.
- Innovative Exolit AP flame retardant grades based on ammonium polyphosphate which have become the industry standard in intumescent coatings formulations.
- New Hostavin synergistic blends offering solutions for high performance coatings, such as Hostavin TB-03 liq, a light stabilizer solution, characterized by its broad compatibilities in both solventborne and waterborne coatings.

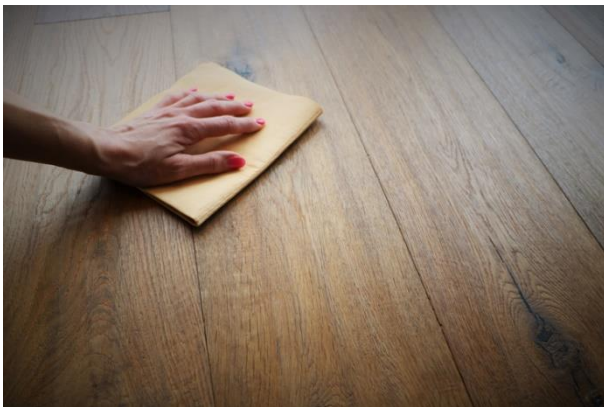
Clariant will exhibit at the Eastern Coatings Show from May 15-17, 2017 Booth 620. Visitors are invited to Clariant's conference presentation "Metamerism: Challenges & Solutions for a Coatings Formulator" presented by Romesh Kumar, Senior Technical Sales Manager North America at Clariant, on May 16 from 4-4.30pm.



Exolit® AP flame retardant grades based on ammonium polyphosphate have become the industry standard in intumescent coatings formulations. Steel plate protected with intumescent coating after a fire test. (Photo: Clariant)



Clariant's Hostatint™ A 100-ST pigment preparations used for a OptiWhite plate glass with alternating black and gold special effect pigments in the strips.  
(Photos: Middy Polished Plate Glass Vase Style 2. A special thanks to the artist Sidney Hutter [www.sidneyhutter.com](http://www.sidneyhutter.com))



Clariant's Hostatint™ UV pigment preparations are an excellent choice for the coloration of industrial wood finishes.  
(Photo: Clariant)

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Clariant is a globally leading specialty chemicals company, based in Muttenz near Basel/Switzerland. On 31 December 2016 the company employed a total workforce of 17 442. In the financial year 2016, Clariant recorded sales of CHF 5.847 billion for its continuing businesses. The company reports in four business areas: Care Chemicals, Catalysis, Natural Resources, and Plastics & Coatings. Clariant's corporate strategy is based on five pillars: focus on innovation through R&D, add value with sustainability, reposition portfolio, intensify growth, and increase profitability.